



Lemon Extract 38%
AHA 50,400ppm
BHA 500ppm

TOCOBO

AHA BHA Lemon Toner
150 ml 5.07 fl. oz.

TOCOBO

TOCOBO

BRAND

- Philosophy
- Goal
- Target
- Identity

PRODUCT

Marketing

- Brand Visual
- Press
- Influencers
- Distribution



Create articulate products based on insight

NEXT DERMA

Next Derma Cosmetic based on Insight

Follow Your Intuition

TOCOBO is guided by intuition,
and the value of essence.

We intuitively know what a good product is.

Our team at TOCOBO,
continues to keep up to date on beauty insights.
From the past to the present,
all products contain insight into beauty.

#insight #intuition

GOAL

Clarity

We plan intuitively to identify good products at a glance.

Satisfaction

Our products include natural ingredients to bring out your best self.

Modernity

We always catch up to trends and customer needs.

TARGET

MAIN

TARGET



Early 20s to early 30s

Millennials and Generation Z.
Trendy and have an open mind to new things.
Make good use of social media and express themselves freely.
Spend on whatever they enjoy.

SUB

TARGET



Trendy early 30s to early 40s

Flexible on mixing their own style with the trend.
Wealthy individuals who value quality.
Researches and purchase goods from social media.

IDENTITY

Contents Concept

Product Strategy



1
TOCOBO continuously shows its unique color and shape to show our theme consistently.

2
Bright and vitalizing concept is clearly communicated to consumers through intuitive contents.



VEGAN

All vegan- certified, consists of only mild and safe cosmetics.



TREND

Catch-up the latest trending ingredients with proven effectiveness.



INGREDIENTS

Manufactured with the best combination of high content active ingredients.



PRICE

Offer the highest quality products at a fair price.

PRODUCT



INGREDIENT

Practical & Enriched

All TOCOBO products are manufactured with a high content of 'active ingredients' in an optimized formulation, rather than a small amount of 'concept ingredients' so that consumers can intuitively distinguish the efficacy of our products.



PRODUCT

AHA BHA Lemon Toner

Bifida Biome Essence

Multi-ceramide Cream

Coconut Clay Cleansing Foam

Bio Watery Sun Cream

Cotton Soft Sun Stick

Vita Berry Pore Toner

AHA BHA LEMON TONER

A special mildly acidic exfoliating toner freshly cleanses and improves skin texture and complexion to make a clear, transparent look.
150ml / KRW 25,000



01 INGREDIENT

Lemon extract 38% (contains a lot of vitamin C and citric acid)
AHA 50,400ppm (removes old dead skin cells on the skin surface)
BHA 500ppm (Care for dead skin cells in pores)

02 BENEFIT

Skin texture preparation, moisture supply, dead skin cell exfoliation, sebum control, complexion improvement, vitality
pH 5.5 Weakly acidic, hypoallergenic ingredients that can be used even on sensitive skin
AHA BHA's stable formulation solves complex skin problems and cares for skin texture
Improves complexion and gives vitality with lemon extract
Abundant moisture supply with voluminous moisture

03 TEXTURE

Transparent and moisturizing water type toner
A quick absorption and leaves only moisture without stickiness

04 PROVEN

Vegan Certification	Completed skin tone evenness & complexion improvement test
Complete skin irritation test	Completed skin soothing improvement test

PRODUCT

AHA BHA Lemon Toner

- Bifida Biome Essence
- Multi-ceramide Cream
- Coconut Clay Cleansing Foam
- Bio Watery Sun Cream
- Cotton Soft Sun Stick
- Vita Berry Pore Toner



BIFIDA BIOME ESSENCE

Prevents damage from external stimuli and helps to strengthen the skin barrier.

Lactobacillus fermented essence finds the best optimal skin condition.

50ml / KRW 32,000



01 INGREDIENT

Bifida 45% (strengthen skin barrier, care for sensitive skin concerns)

Coconut Lactobacillus 50,000ppm (strengthen skin barrier, skin elasticity)

Lactococcus lysate 10,000ppm (strengthening the skin barrier, moisturizing the skin)

02 BENEFIT

Moisturizing, supplying skin energy, strengthening skin barrier,

protecting skin from damage, promoting skin regeneration

Various effective plant lactic acid bacteria fermentation essence

Abundant moisture supply with voluminous moisture

Soft and nutritious application

EWG Green (Excluding fragrance)

03 TEXTURE

Transparent, slightly viscous texture

Absorbs quickly, leaving the skin soft and moist

04 PROVEN

Vegan Certification

Complete skin irritation test

Wrinkle/whitening functional certification

Complete skin barrier

improvement test

Completed skin soothing improvement test

PRODUCT

AHA BHA Lemon Toner

Bifida Biome Essence

Multi-ceramide Cream

Coconut Clay Cleansing Foam

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Vita Berry Pore Toner



MULTI CERAMIDE CREAM

A cream containing ceramide and hyaluronic acid that strengthens the skin's moisture barrier by supplying moisture.

50ml / KRW 30,000



01 INGREDIENT

Multi-ceramide 1,000ppm (reinforced moisturizing barrier)
Triple Hyaluronic Acid Solution 10% (Moisture Supply)

02 BENEFIT

Skin soothing, moisture supply, moisture retention UP
Abundant moisture supply that spreads when rolling
Daily moisturizing cream suitable for all seasons
EWG Green (Excluding fragrance)

03 TEXTURE

Chewy and silky chiffon butter cream formula
It melts on the skin and is quickly absorbed to provide a moist finish

04 PROVEN

Vegan Certification
Complete skin irritation test
10 layers of dead skin cells
moisturizing test completed

Complete skin barrier
improvement test
Completed skin soothing
improvement test

PRODUCT

AHA BHA Lemon Toner

Bifida Biome Essence

Multi ceramide Cream

Coconut Clay Cleansing Foam

Bio Watery Sun Cream

Cotton Soft Sun Stick

Vita Berry Pore Toner



COCONUT CLAY CLEANSING FOAM



Smooth pink clay texture removes sebum and wastes.

Moisture cleanser that washes away your impurities and leaves hydration.

150ml / KRW 12,000

01 INGREDIENT

Coconut palm natural surfactant 27% (hypoallergenic microbubble pore deep cleansing)

Pink & Mineral Clay 10,000ppm (Sebum Adsorption, Black/Whitehead Prevention)

Soap Grass Extract 100ppm (Hypoallergenic Moisturizing Cleansing)

02 BENEFIT

Micro-bubbles and clay ingredients deeply clean wastes in pores

Bentonite/calamine-based mineral clay absorbs sebum and prevents black/whitehead formation

Forms hypoallergenic microbubble foam with naturally derived surfactants

Moisturizing ingredients such as soap grass extract form a moisturizing film that does not dry even after washing

03 TEXTURE

Chewy clay formula with pink luster

Cleansing with fine bubbles smaller than the average pore size

04 PROVEN

Vegan Certification

Complete skin irritation test

PRODUCT

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BIO WATERY SUN CREAM



Moisturizing and light sunscreen as if applied with a moisturizing serum.

Hypoallergenic vegan sun cream with a refreshing finish.

SPF50+PA++++ / 50ml / KRW 24,000

01 INGREDIENT

Mung bean extract 1,000ppm (soothing skin troubles)

Bio hyaluronic acid 1,000ppm (strong moisturizing, strengthening moisture retention)

02 BENEFIT

Moisture sun serum formulation that is moist and quickly absorbed like basic skin care

A vegan sunscreen with an EWG green rating but a strong UV protection factor
Contains green bean extract with excellent antioxidant effect for clean and clear skin care and soothing sensitive skin

Bio HA derived from white wood ear mushroom provides strong moisture and soothes the skin

03 TEXTURE

White color, light and thin serum

Fresh and moist finish without stickiness after use

04 PROVEN

Vegan Certification

UV protection factor test

Complete skin irritation test

completed

PRODUCT

AHA BHA Lemon Toner

Bifida Biome Essence

Multi ceramide Cream

Coconut Clay Cleansing Foam

Bio Watery Sun Cream

Cotton Soft Sun Stick

Vita Berry Pore Toner



COTTON SOFT SUN STICK

Soft and silky finishing vegan sun stick soothes and protects sensitive skin while maintaining moisture.

SPF50+PA++++ / 19g / KRW 22,000



01 INGREDIENT

- Cotton extract (moisturizing/protecting skin)
- Herb AC Complex (skin trouble care, skin soothing)
- Anti Sebum P (oil-moisture balance, sebum control)

02 BENEFIT

- Expression of soft and silky skin without stickiness or shine
- Lightly and transparently adheres without sticking even if applied several times
- Combines with a primer function that fills in irregularities along the curves of the skin
- Contains cotton extract to keep skin moisturized and protect it from external stimuli
- Contains herbal AC complex to soothe sensitive skin and care for skin troubles

03 TEXTURE

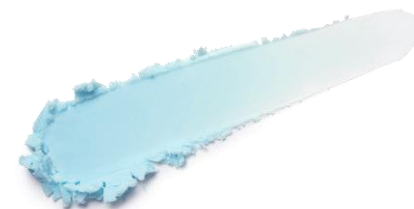
- Soft and silky skin expression with a light blue color matte sun stick
- The application of porous powder gives a non-clumpy spreadability and light and transparent adhesion

04 PROVEN

- Vegan Certification
- Complete skin irritation test
- UV protection factor test completed

PRODUCT

- AHA BHA Lemon Toner
- Bifida Biome Essence
- Multi ceramide Cream
- Coconut Clay Cleansing Foam
- Bio Watery Sun Cream
- Cotton Soft Sun Stick**
- Vita Berry Pore Toner



VITA BERRY PORE TONER

Strengthen the elasticity of sagging pores with a cooling feeling.
Vitamin pore shrinking toner that provides smooth skin texture.
150ml / KRW 20,000



01 INGREDIENT

Vitamin tree water 84% (supply nutrition, elasticity enhancement, skin moisturizing, skin soothing)
Berry Water 50,000ppm (skin tone care, dead skin care, skin moisturizing)
Hibiscus extract 20,000ppm (skin elasticity, nourishment, skin antioxidant)

02 BENEFIT

A water-type toner with a refreshing cooling feeling with immediate moisture supply and pore shrinking effect.
Clear skin improvement effect by applying high content of vitamin tree water, berry water, and hibiscus extract
Contains natural water rich in vitamins C and E and extracts to care for irritated skin troubles
Fresh and moist feeling without stickiness after use

03 TEXTURE

Transparent liquid water type formulation
A feeling of cool cooling immediately after use and a refreshing finish

04 PROVEN

- Vegan Certification
- Complete skin irritation test
- Reduce the number of pores
- Reduce pore area
- Reduce pore volume
- Reduce pore depth
- Improves elasticity in the pore area
- Moisture improvement in the pore area

PRODUCT

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LIP BALM

High moisturizing lip balm collection that nourishes and moisturizes dry lips.
4 types of lip balm: Daily, Treatment, Glow, and Matte
3.5g / KRW 14,000



01 INGREDIENT

GLOW RITUAL & GLASS TINTED LIP BALM

Olive Oil 50,000 ppm / Sunflower Seed Oil 50,000 ppm / Jewelry Complex 10 ppm

POWDER CREAM LIP BALM

Macadamia Nut Oil 50,000 ppm / Sweet Almond Oil 50,000 ppm

VITAMIN NOURISHING LIP BALM

Joboba Seed Oil 30,000 ppm / Meadow Foam Seed Oil 30,000 ppm
Avocado Oil 30,000 ppm / Vitamin E derivative 1,000 ppm
7 Vitamin Complex 10 ppm

02 BENEFIT

GLOW RITUAL & GLASS TINTED LIP BALM

It makes lips luster and oil moisturizing layer with clear color

POWDER CREAM LIP BALM

Formation of moisturizing film that enhances MLBB shades

VITAMIN NOURISHING LIP BALM

A lip treatment that provides nutrients and moisture to dry lips

03 PROVEN

Vegan Certification

Complete skin irritation test

PRODUCT

- AHA BHA Lemon Toner
- Bifida Biome Essence
- Multi ceramide Cream
- Coconut Clay Cleansing Foam
- Bio Watery Sun Cream
- Cotton Soft Sun Stick
- Vita Berry Pore Toner
- Lip Balm**
- Collagen Brightening Eye Gel

COLLAGEN BRIGHTENING EYE GEL CREAM



Crystal glow eye gel cream that brightens your tired eyes and boosts elasticity.
30ml / KRW 25,000

01 INGREDIENT

- Lavender Water 81% (skin soothing, anti-inflammatory, antibacterial)
- Quartz Water 1,000ppm (skin brightening, glow care)
- AC Vegetable Collagen PF 1,000ppm (skin elasticity, moisture, anti-aging)
- D-Panthenol 75% 1,000 ppm (moisturizing, protecting, preventing loss of moisture, soothing)

02 BENEFIT

- Eye relief massage, moisturizing, elasticity, whitening, wrinkle improvement
- Fresh cooling and fast absorption
- Improves wrinkles by increasing skin elasticity around the eyes
- Improvement to bright, lively skin around your eyes
- Free of 20 Hawhae harmful ingredients, EWG Green (excluding retinol)

03 TEXTURE

- Light purple transparent gel with sparkling glitter
- Cool and fresh finish that you can feel as soon as you use it

04 PROVEN

- Vegan Certification
- Complete skin irritation test

PRODUCT

- AHA BHA Lemon Toner
- Bifida Biome Essence
- Multi ceramide Cream
- Coconut Clay Cleansing Foam
- Bio Watery Sun Cream
- Cotton Soft Sun Stick
- Vita Berry Pore Toner
- Lip Balm
- Collagen Brightening Eye Gel



MARKETING

BRANDING

Brand awareness + brand loyalty

Expansion of the volume of various channels and sales



Reflecting consumption patterns of main target groups

Select and focus on digital channels

Focus on products and stories

Strengthening brand visual communication

Leading the industry trend

Self-production of content and own online store

Sales channel and cultural/exhibition artist collaboration, etc

Expansion of experience opportunities and services at consumer contact points

BRAND VISUAL



TOCOBO Launching Brand Film #01

BRAND VISUAL



TOCOBO Launching Brand Film #02

BRAND VISUAL



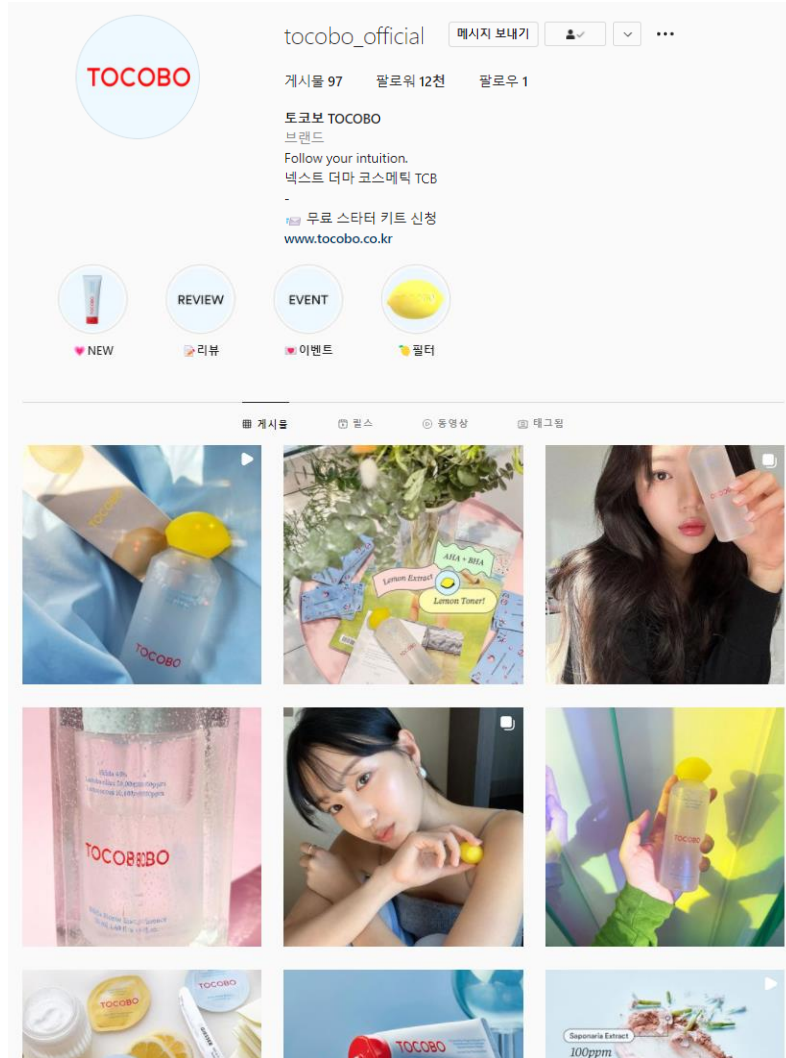
TOCOBO Launching Brand Film #03

BRAND VISUAL



TOCOBO Contents

BRAND VISUAL



PRESS



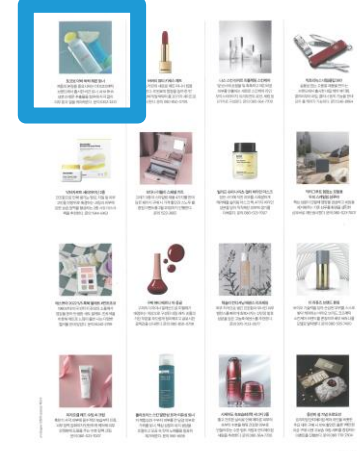
Allure



ELLE



Singles



COSMOPOLITAN



Marie Claire



BEAUTY+



WOMAN SENSE



GOLF FOR WOMAN

INFLUENCERS

INSTAGRAMER



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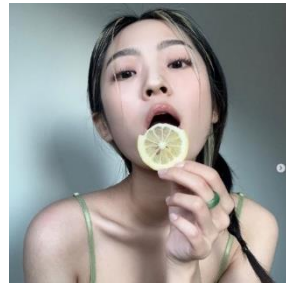
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@Hong's MakeuPlay



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Beauty Awards




2022 First Half Beauty Awards

 Best new products

1st place in Sun Stick



Cotton Soft Sun Stick
SPF50+ PA++++

 Trend vegan


1st place in Toner



AHA BHA
Lemon Toner

GLOWPICK


2022 First Half Beauty Awards

 Sun Serum

1st place in sun care



Bio Water Sun Cream
SPF50+ PA++++

 Sun Stick

3rd place in sun Stick



Cotton Soft Sun Stick
SPF50+ PA++++

DISTRIBUTION

DOMESTIC

GLOBAL

Activation of sales channels with high profit margins

E-Commerce

CJONSTYLE

GS SHOP

LOTTE ON

SSG.COM

Fashion E-Commerce

H&B

StyleShare

W.CONCEPT.

EQL

zigzag

Social Commerce

NAVER

coupang

kakao

1
Distribution is planned to be expanded mainly in online stores that are easy for customers to access, and sales are maintained through robust marketing after entering new stores in e-commerce such as H&B and/or open markets.

2
Fashion e-commerce is used as a channel to strengthen brand image.

DISTRIBUTION

DOMESTIC

GLOBAL

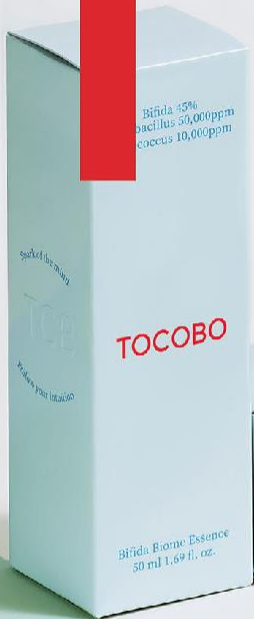
Market discovery through global diversification and localization strategies



1
Expand distribution channels and exports, strengthen global marketing by securing overseas strategic business partners.

2
Overseas such as Amazon, Lazada, Shopee, Q10, etc.
After channel expansion centered on online stores, major department stores and H&B offline stores.

TOCOCOBO



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